

Application/Control Number: 10/668,096  
Art Unit: 2143

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Claim PTO

07/07/04

T.D.

Cancel claims 1-56

Please add claim 57.

Claim 57 (new): A method of hard copy literature request comprising:

transmitting broadcast programming, the broadcast programming containing television programming;

permitting receipt of an Internet address, wherein the Internet address specifies a web site related to a product or service;

permitting retrieval of the web site; and

permitting a user to manually or automatically request information from a class of content providers or a specific content provider through the web site.